ABSTRACT OF THE DISCLOSURE

A recommender system employs implicit ratings generated from monitoring user interaction with an item, such as while listening to a music track on a MP3 player or reading an electronic book. A method for generating item recommendations includes: providing an item to a device having an application for engaging a repetitive activity with the provided item, wherein the repetitive activity occurs primarily during standalone operation of the device; generating a history of user interaction with the provided item, wherein user interaction includes engaging in the repetitive activity with the provided item; transforming the history of user interactions into an implicit rating of the provided item; and using the implicit rating of the provided item to generate recommendations of other items.